IN THE CLAIMS:

Please cancel claims 1-8, 10-11, 13-18, 20-21, 23-28, and 30-31 and amend claims 9, 12, 19, and 29. All pending claims are reproduced below.

1.- 8. (Canceled)

9. (Currently Amended) An information distributor, comprising:

a processor;

a battery connected to ~~said~~ the processor;

a network receiver connected to ~~said~~ the processor, wherein ~~said~~ the network receiver is switchable between a sleep mode with reduced battery power consumption and an active mode with increased battery power consumption;

a transceiver system connected to ~~said~~ the processor; and

a memory connected to ~~said~~ the processor, wherein ~~said~~ the memory includes:

a first module configured to switch ~~said~~ the network receiver from ~~said~~ the sleep mode to ~~said~~ the active mode to receive a first scheduled transmission from a structuring system via a system communication network, wherein ~~said~~ the first scheduled transmission incorporates information;

a second module configured to switch ~~said~~ the network receiver from ~~said~~ the active mode to ~~said~~ the sleep mode after receiving ~~said~~ the first scheduled transmission; ~~and~~

a third module configured to direct ~~said~~ the transceiver system to transmit ~~said~~ the information received from the structuring system on demand to a portable computing device located within transmission range of ~~said~~ the transceiver system;

an initial schedule, wherein the initial schedule indicates a start of transmission time of the first scheduled transmission, wherein the first module is configured to switch the network receiver from the sleep mode to the active mode in accordance with the initial schedule;

wherein the first scheduled transmission further incorporates an updated schedule indicating a start of transmission time of a second scheduled transmission from the system communication network; and

wherein the first module is configured to switch, in accordance with the updated schedule, the network receiver from the sleep mode to the active mode to receive the second scheduled transmission.

10.- 11. (Canceled)

12. (Currently Amended) The information distributor of claim 9, wherein ~~said~~ the third module has:

a fourth module configured to direct ~~said~~ the transceiver system to generate a beacon;

a fifth module configured to direct ~~said~~ the transceiver system to detect an acknowledgement signal generated, in response to ~~said~~ the beacon, by ~~said~~ the portable computing device; and

a sixth module configured to direct ~~said~~ the transceiver system to generate, in response to ~~said~~ the acknowledgement signal, a broadcast incorporating ~~said~~ the information.

13.- 18. (Canceled)

19. (Currently Amended) A method of operating an information distributor, the information being switchable between a sleep mode with reduced battery power consumption and an active mode with increased battery power consumption, the method comprising:

switching the information distributor from the sleep mode to the active mode to receive a first scheduled transmission incorporating information from a structuring system via a system communication network;

switching the information distributor from the active mode to the sleep mode after receiving the first scheduled transmission; ~~and~~

transmitting the information received from the structuring system on demand to a portable computing device located within transmission range of the information distributor; and

switching the information distributor from the sleep mode to the active mode in accordance with an initial schedule indicating a start of transmission time of the first scheduled transmission, the first scheduled transmission further incorporating an updated schedule indicating a start of transmission time of a second scheduled transmission from the structuring system via the system communication network; and

switching, in accordance with the updated schedule, the information distributor from the sleep mode to the active mode to receive the second scheduled transmission.

20.-21. (Canceled)

22. (Previously Presented) The method of claim 19, further comprising:

generating a beacon;

detecting an acknowledgement signal generated, in response to the beacon, by the portable computing device; and

generating, in response to the acknowledgement signal, a broadcast incorporating the information received from the structuring system.

23.-28. (Canceled)

29. (Currently Amended) A computer-readable medium for operating an information distributor, the information being switchable between a sleep mode with reduced battery power consumption and an active mode with increased battery power consumption, the computer-readable medium comprising:

a first module for switching the information distributor from the sleep mode to the active mode to receive a first scheduled transmission incorporating information from a structuring system via a system communication network;

a second module for switching the information distributor from the active mode to the sleep mode after receiving the first scheduled transmission; ~~and~~

a third module for transmitting the information received from the structuring system on demand to a portable computing device located within transmission range of the information distributor;

wherein the first module is adapted to switch the information distributor from the sleep mode to the active mode in accordance with an initial schedule indicating a start of transmission time of the first schedule transmission;

wherein the first schedule transmission further incorporates an updated schedule indicating a start of transmission time of a second scheduled transmission from the structuring system via the system communication network; and

wherein the first module is adapted to switch, in accordance with the updated schedule, the information distributor from the sleep mode to the active mode to receive the second scheduled transmission.

30.-31. (Canceled)

32. (Previously Presented) The computer-readable medium of claim 29, further comprising:

a fourth module for generating a beacon;

a fifth module for detecting an acknowledgement signal generated, in response to the beacon, by the portable computing device; and

a sixth module for generating, in response to the acknowledgement signal, a broadcast incorporating the information received from the structuring system.